



COLDWELL BANKER NRT DEVELOPMENT ADVISORS INCREASES SERVICE OFFERINGS AND FOOTPRINT FOLLOWING 2009 SUCCESS

Atlanta-based sales and marketing firm bucks trend in real estate and business

ATLANTA (January 7, 2010) — Coldwell Banker NRT Development Advisors has expanded its Southeast footprint and service offerings following the company's 2009 success.

During 2009, NRT Development Advisors lead the market in the implementation of creative repositioning strategies for developer clients with new construction communities, resulting in immediate increases in qualified traffic and closings. The company also successfully created an innovative sales and marketing platform for bank-owned new construction homes, achieving more than \$125 million in sales. Based on this success, the company has expanded its territory to cover Georgia, Florida, North Carolina, South Carolina, Tennessee, Virginia and Washington, D.C. due to client demand.

As a result, the company surpassed its 2008 sales in 2009 and also attained the status of #1 New Home Real Estate Company in Atlanta for all property types as well as for Multi-family Sales according to Trend Graphics (which is based on FMLS data).

The company touts that its ability to offer the highest level of resources and talent from a specialized team of new home professionals – as well as the industry insight and connections due to its partnerships within Coldwell Banker, NRT and Realogy Corporation – helped to expand its list of developer and bank clients, services and territory.

"Coldwell Banker NRT Development Advisors is an exception to the rule in such a challenging economy, as the company's 2009 success has lead to 2010 growth," said Brad Horner, president of Coldwell Banker NRT Development Advisors. "In the past year, NRT Development Advisors worked with real estate developers, investors and financial institutions to develop creative sales and marketing strategies that resulted in large volumes of homes being sold while still preserving the integrity of developments and neighborhoods, and clients have tapped us to duplicate these success stories in other markets this year."

The company will continue to operate out of Atlanta, with a satellite office in Orlando, and focus on new construction residential properties (including single-family, multi-family developments, and bank-owned assets) throughout the Southeast region.

About Coldwell Banker NRT Development Advisors

Coldwell Banker NRT Development Advisors, a leading residential real estate brokerage company, is a specialty division of Coldwell Banker that serves as a comprehensive, strategic advisor for new construction residential developments. Focusing on single-family developments, multi-family dwellings (including condominiums, townhomes and lofts) and bank-owned distressed assets, NRT Development Advisors assists with conceptualizing the product, provides input on design, develops the most effective marketing plan and provides expert onsite sales teams and support staff.

Based in Atlanta with a regional office in Orlando, Fla., NRT Development Advisors has successfully marketed more than 750 new construction and conversion developments including luxury high-rises, single-family developments and bank owned assets. NRT Development Advisors is part of NRT LLC, the nation's largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy's company-owned real estate brokerage offices. For more information, please visit www.NRTDevelopmentAdvisors.com or www.CBBankOwned.com.

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